

CALFED Bay-Delta Program Project Information Form
Watershed Program - Full Proposal Cover Sheet

Attach to the cover of full proposal. All applicants must fill out this Information Form for their proposal. Failure to answer these questions and include them with the application will result in the application being considered nonresponsive and not considered for funding.

1. Full Proposal Title: This River Is Our River – Watershed Capacity Building
Concept Proposal Title/No.: WSP01-0017
Applicant: San Joaquin River Parkway and Conservation Trust, Inc.
Applicant Name: Deborah North, Land Stewardship Director
Applicant Mailing Address: 1550 E. Shaw Avenue, Suite 114, Fresno, CA 93710
Applicant Telephone: 559-248-8480
Applicant Fax: 559-248-8474
Applicant email: dnorth@riverparkway.org
Fiscal Agent Name (if different from above):_same as applicant_____
Fiscal Agent Mailing Address:_____
Fiscal Agent Telephone:_____ Fiscal Agent Fax:_____ Fiscal Agent Email:_____

2. Type of Project: Indicate the primary topic for which you are applying (check only one)

<input type="checkbox"/> Assessment	<input type="checkbox"/> Monitoring
<input checked="" type="checkbox"/> Capacity Building	<input type="checkbox"/> Outreach
<input type="checkbox"/> Education	<input type="checkbox"/> Planning
<input type="checkbox"/> Implementation	<input type="checkbox"/> Research

3. Type of Applicant:

<input type="checkbox"/> Academic Institution/University	<input checked="" type="checkbox"/> Non-Profit
<input type="checkbox"/> Federal Agency	<input type="checkbox"/> Private party
<input type="checkbox"/> Joint Venture	<input type="checkbox"/> State Agency
<input type="checkbox"/> Local Government	<input type="checkbox"/> Tribe or Tribal Government

4. Location (including County):
Fresno County.

What major watershed is the project primarily located in:

☐ Klamath River (Coast and Cascade Ranges)
☐ Sacramento River (Coast, Cascade and Sierra Ranges)
☒ San Joaquin River (Coast and Sierra Ranges)
☐ Bay-Delta (Coast and Sierra Ranges)
☐ Southern CA (Coast and Sierra Ranges)
☐ Tulare Basin (Coast, Sierra and Tehachapi Ranges)

5. Amount of funding requested: \$390,075.00
Cost share/in-kind partners? ☒ Yes ☐ No
Identify partners and amount contributed by each:
The Bay Institute \$10,000

6. Have you received funding from CALFED before? ☒ Yes ☐ No
If yes, identify project title and source of funds:

River Studies Center, CALFED Action #99-B25, funded through US Bureau of Reclamation

By signing below, the applicant declares the following:

1. The truthfulness of all representations in their proposal
2. The individual signing this form is entitled to submit the application on behalf of the applicant (if the applicant is an entity or an organization)
3. The person submitting the application has read and understood the conflict of interest and confidentiality discussion in the Watershed Program Proposal Solicitation Package and waives any and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent provided in the Proposal Solicitation Package.

Deborah North

Printed name of applicant

Signature of applicant

1. Describe your project, its underlying assumptions, expected outcomes, timetable for completion, and general methodology or process.

This River Is Our River is intended to improve watershed planning and management along the San Joaquin River (SJR) by building local community capacity. The project will provide important baseline data on public awareness of SJR watershed issues so that local watershed groups and government agencies will be able to identify and collaboratively address common issues. In doing so, specific river-related watershed messages will be determined and media training provided to build the community's capacity to deliver consistent, effective communications. All research methods and outreach products for the project will address the cultural diversity of the San Joaquin Valley. After the project is implemented, we expect many benefits, including enhanced participation of local landowners and stakeholders in watershed efforts.

In creating the San Joaquin River Parkway, the San Joaquin River Parkway and Conservation Trust (River Parkway Trust) has observed through the years that there remains a fundamental lack of public awareness or understanding about the river and its watershed. In Fresno, for example, many are unaware that the river runs through their "backyard." More generally, many are unaware that the river does not flow consistently to the sea and wonder that downstream reaches of the river are identified on maps as an intermittent stream. The prevalence of trash, large junk and tires in areas where there are active volunteer cleanup efforts reminds the rest of us that there are many who continue to treat the river as a dumping ground. Similar comments and questions come from all sectors, from people visiting the area as well as people who live here.

At the same time, there is increasing activity along the SJR including CALFED implementation, the US Army Corps of Engineers Comprehensive Study, the San Joaquin River Riparian Habitat Restoration Program, and the Friant Water Users Authority/Environmental Coalition¹ consensus effort to develop a restoration plan for the river. Numerous local groups within the watershed are forming to address diverse issues and concerns. The San Joaquin River Management Program (SJRMP) provides the one forum available to agencies, organizations and individuals interested in addressing SJR watershed concerns in a regional context. Many of the watershed groups, including CALFED and SJRMP, identify public outreach and education as critical to their success, recognizing that an informed public helps build an informed constituency for their efforts. However, it is common to find groups that know the outreach needs to be done but are not clear when or how it is best accomplished. A large part of the problem is the challenge of making complex, abstract, technical information accessible to the public. The result is redundant efforts that do not distribute the fundamental information broadly enough or consistently enough to build the constituency needed to support CALFED goals, such as improving the riparian ecosystem and water quality or address balancing water supply issues with beneficial uses.

This River Is Our River is based on the successful *Our Land. Our Water. Our Way of Life.* (OLOW) statewide public education and outreach program implemented in partnership with The Nature Conservancy (TNC). Dave Koehler, Executive Director of the River Parkway Trust, represented San Joaquin Valley interests during the OLOW pilot program and will continue in that role as the OLOW program continues. The team of consultants who worked on OLOW will be the same team working on this project. There are numerous benefits and efficiencies associated with

¹ The Friant Water Users Authority (FWUA) is an umbrella organization of Central Valley Project water districts that receive water from the Friant Dam. The Environmental Coalition consists of 15 environmental and fisheries organizations including The Bay Institute.

applying a successful approach to a regional issue and working with the same team of consultants who work well together.

This River Is Our River is designed to develop baseline data on SJR watershed awareness and develop communication tools and outreach skills that will help local groups connect people with the watershed by communicating consistent effective watershed messages. This will make it easier for multiple groups within our watershed to consistently convey a reliable information on the SJR in a way that the public will understand. The desired outcome is to build community capacity throughout the watershed.

As an example of capacity building, the River Parkway Trust expects that the messages and tools arising from this project will enhance its ability to develop effective interpretive programs that can engage and inform the local multi-cultural communities on the SJR watershed. The Coke Hallowell Center for River Studies at Riverview Ranch is in a central location where the public can learn about the river. Also, as more public access points become available, the results of the project will be used to develop effective displays and interpretive signs throughout the Parkway.

Developing a public media program that will reach a broad audience has many benefits that transcend the scope of the project. By helping the public understand where they are in the watershed and the importance of a healthy watershed, they will have a basis for understanding CALFED, the Comprehensive Study, SJRMP, the consensus restoration effort, etc. As the public becomes more informed about watersheds we expect there to be increased participation in local public decision making processes and increased support of local watershed programs and comprehensive river restoration efforts.

The project will occur in 4 phases as described below.

1. Initial Public Poll: Working with the SJRMP, we will create an advisory committee that will work with the consultants to implement project. In this phase, we will conduct a poll to identify level of public awareness and interest towards SJR watershed issues. The advisory committee will help define the most important watershed issues for the public to know and assist in distilling those issues in order to create a public polling mechanism that is unbiased and culturally inclusive. The poll will be conducted in English and Spanish in a geographic area that is representative of the watershed, e.g., Fresno and Madera counties. The polling mechanism will be designed and implemented by the Oakland, CA firm of Fairbank, Maslin, Maullin & Associates, overseen by the River Parkway Trust. The Steve Alexander Group will help facilitate SJRMP coordination and poll development. The expertise of a diversity consultant will be sought, however that individual or firm has not yet been identified. This phase will be completed in four months.
2. Outreach: The public poll results will be used to develop a creative, non-political multi-media outreach program to increase awareness and provide public information on SJR, CALFED, watershed activities and opportunities for public involvement. The media consulting firm of Laguens, Hamburger, Stone (LHS) will be contracted for this portion of the project to develop and implement a dynamic, effective advertising approach that may include signage, radio, TV, printed media and other advertising mechanisms. The SJRMP will be the forum for updating and receiving input from watershed groups; the Steve

Alexander Group will act as the facilitator. Assistance from a diversity consultant in this phase is considered essential to a successful, inclusive outreach effort. This phase will be implemented over 6 months.

During this stage, the River Parkway Trust website will be updated to include the media component, provide general SJR watershed information and link to other watershed groups.

The River Parkway Trust and The Bay Institute (TBI) will collaborate on press events announcing the outreach program and follow up with articles and by-lines in magazines and newspapers within the watershed to reach as wide an audience as possible. (See 2a. for background on TBI.) The organizations will rely on the excellent relationships they have developed over time with local and regional media.

Funds for this portion of the project will also enable re-printing and distribution of 600 print and CD ROM copies of *From the Sierra to the Sea, the Ecological History of the San Francisco Bay-Delta Watershed*, published by TBI in 1998. Documents and disks provided by this grant will be distributed free of charge to watershed organizations that are part of SJRMP, county libraries throughout the watershed, attendees at teacher training workshops sponsored by the River Parkway Trust and TBI, and volunteers for both organizations who participate in on-the-ground SJR restoration projects or aid our educational programs. The GIS maps from the document will be reprinted for general distribution in both standard and poster sizes.

3. Tracking Poll: Fairbank, Maslin, Maullin & Associates will conduct a tracking poll to measure the success of the outreach program and provide a feedback loop for further action. Results of the tracking survey will be evaluated and presented as a report to the project advisory committee, SJRMP and CALFED. The project schedule provides 2 months for completing this work.
4. Assessment and Capacity Building: Working closely with the SJRMP, we will identify messages and approaches that can be implemented by watershed groups to continually improve awareness of watershed issues and increase stakeholder and landowner participation in local, state and federal decisions affecting the watershed. As the project is brought to a close, project consultants will provide a media training session to assist SJRMP members in understanding the key watershed messages that have developed as part of this project and practice clear and effective communication. Again, the Steve Alexander Group will provide facilitation expertise and LHS will provide its political and media consulting expertise. The project schedule provides 4 months to complete this phase.

The Concept Proposal estimated 1 year to complete the project. Following discussions with the consultants, a more realistic timeframe is 1.5 years, as provided above. The combined phases is expected to be complete in 16 months with the final two months reserved for bringing the project to closure and preparing final reports and presentations.

2. Describe your qualifications and readiness to implement the proposed project.

a. Describe the level of institutional structure, ability and experience to administer funds and conduct the project. Identify the fiscal agent responsible for handling the funds.

The River Parkway Trust and TBI will be working in partnership throughout the project. The River Parkway Trust will be the fiscal agent.

The River Parkway Trust is a 501(c) 3 non-profit organization created in 1988 to establish a continuous greenway along 33 miles of river in the rapidly urbanizing Fresno-Madera region. Its mission is *to preserve and restore San Joaquin River lands of ecological, scenic or historic significance, to educate the public on the need for stewardship, to research issues affecting the river, and to promote educational, recreational and agricultural uses of the river bottom consistent with protection of the river's resources.* The River Parkway Trust has a staff of 15 employees. Its 2000 annual operating budget was approximately \$1,100,000.

In partnership with state, federal and local governments, the River Parkway Trust protects land through fee title acquisition and habitat restoration. The Land Stewardship program, comprising land acquisition and habitat restoration, has brought over \$58 million of outside funds to the local community, including \$25 million from the Parks and Water Bonds of 2000. Over 2700 acres of river bottomland has been preserved to date, with several transactions still pending. The River Parkway Trust holds option agreements on parcels totaling more than 800 acres and holds a conservation easement on 700 acres of land adjacent to Millerton State Recreation Area. Ninety-five acres have been protected through an agricultural easement. The Land Stewardship Program currently manages over \$600,000 in grants for restoration and public access projects.

In 1999, the River Parkway Trust initiated restoration of an 1890's river bottom farmhouse to become the Coke Hallowell Center for River Studies. CALFED funded a series of displays and videos for the Center, depicting the watershed, how the river has changed over time, and efforts to restore the river. A \$3.5 million capital campaign is underway, with a planned opening in spring 2002.

The lead staff person for *This River Is Our River* will be Deborah North, who will coordinate closely with Dave Koehler, Executive Director, and Steve Spratt, Community Outreach Director. Ms. North has been the River Parkway Trust's Land Stewardship Director since February 1998 and has thirteen years of natural resource experience including seven with the Washington Department of Ecology, and has held environmental and agricultural policy positions with the Council of State Governments and the National Audubon Society. She received a Master of Environmental Studies degree from Yale University and earned a Bachelor's Degree in biology from Dartmouth College. As Land Stewardship Director, Ms. North authored a report on conservation planning for the Parkway and co-authored a report titled *Economic Benefits of the San Joaquin River Parkway to the Fresno-Madera Region.* Ms. North oversees the River Parkway Trust's Land Stewardship, Education and Recreation Programs, oversees restoration planning for the Parkway and represents the organization in multi-agency forums, including SJRMP.

Our partner on this project, TBI, was founded in 1981 with a mission to protect and restore ecosystems of San Francisco Bay, the Sacramento-San Joaquin Delta, and the rivers, streams, and watersheds tributary to the estuary. TBI is located in San Rafael, California and has a staff of 15 that includes scientists, educators, policy analysts, and restoration managers. TBI successfully promotes the restoration of watersheds at the landscape level through sound policy, technical and managerial support for large-scale restoration efforts.

TBI offers a solution-oriented combination of science, policy, education and advocacy that facilitates communication across diverse stakeholder and interest groups. The organization has a 20-year track record of innovation and success, and has demonstrated the ability to translate complex policies, procedures, and regulations into improved decision making. TBI's efforts continue to garner support for broad programmatic and on-the ground efforts to protect and restore the San Francisco Bay-Delta watershed, from the headwaters to the ocean.

TBI Communications Director George Snyder will coordinate the media and outreach function for TBI. Snyder reported on environmental and cultural issues for the *San Francisco Chronicle* for 26 years before he joined TBI's staff. Prior to the *Chronicle*, Snyder reported for KPIX Television in San Francisco (Channel 5), KGO Television in San Francisco (Channel 7), Associated Press, and the Sacramento Union. Mr. Snyder

serves on the Boards of several non-profit and governmental organizations. Mr. Snyder is highly skilled in translating complex technical information into clearly understandable messages, and utilizing the media to widely disseminate messages. Mr. Snyder also is skilled in community outreach, with a focus on working with Native American communities. Other TBI staff who will provide their expertise to the project include Executive Director Grant Davis, Hydrologist Peter Vorster and Fisheries Scientist Christina Swanson, all of whom are active in the consensus San Joaquin River restoration effort. Grant Davis will oversee TBI's engagement in *This River Is Our River*.

b. Describe technical support available (including support needed for environmental compliance and permitting) to begin and complete the project in a timely manner.

The SJRMP has both an Action Team and an Advisory Council that meet on a regular basis. The SJRMP has stated its willingness to be the convening forum for the project. The program has an established website for posting information, and an email reflector that posts mail to all the individuals and organizations that are part of the SJRMP forum.

Steve Alexander, President of the Steve Alexander Group, is a professional facilitator and communications strategist based in San Diego, CA. Mr. Alexander excels at strategic planning for public polling and working with focus groups. His experience includes work on California's Propositions 12 and 13, the Parks and Water Bonds of 2000, and OLOW.

Laguens, Hamberger, Stone is a national advertising and media consulting firm with offices in Washington DC and Seattle, WA. They have planned and managed hundreds of message campaigns for candidates and organizations at every level in states across the country. LHS has an accomplished record of developing effective media strategy and creating dynamic ads. Their work on OLOW earned them a national award.

Fairbank, Maslin, Maullin & Associates, in Oakland, CA, conducts public opinion polling research and analysis that frequently focuses on issues of major economic and social concern, including environmental quality, natural resource protection and development, growth and property development. FMM&A has worked on OLOW and has also performed public polling on watershed issues for groups in the Bay area. FMM&A has on-staff Spanish language capability and can conduct surveys in Asian languages as well, including Cantonese, Mandarin, and Vietnamese.

TBI provides the technical leadership and policy support for the partnership of management agencies, environmental groups, commercial and sport fishing organizations, irrigation districts, and farmers that seek to restore the 150 mile-long stretch of the San Joaquin River, from below the Friant Dam to its confluence with the Merced River. The goal of the partnership is to restore a vibrant, functional riverine ecosystem, re-establish native anadromous fishes, including chinook salmon and steelhead, while addressing the regional concerns of the users of the River's resources.

The project is not subject to CEQA and does not require any permits; therefore, technical support in these areas is unnecessary.

c. List any previous projects of this type you or your partners have implemented, funded either by CALFED or other programs.

The Bay Institute of San Francisco, From the Sierra to Sea, the Ecological History of the San Francisco Bay-Delta Watershed. July 1998. Funded by the David and Lucile Packard Foundation, the U.S. Environmental Protection Agency, the CALFED Bay-Delta Program, the Metropolitan Water District of Southern California, the National Fish and Wildlife Foundation, and California Urban Water Agencies.

3. Provide a completed budget cost sheet and describe the basis for determining project costs, including comparisons with other similar projects, salary comparisons, and other listed costs. Include all costs of environmental compliance, such as CEQA and/or NEPA, and permits. Describe how the approach to achieving the stated goals of the project demonstrates an effective cost relative to its anticipated benefits.

The cost to implement this proposal is \$390,075.00 over a 1.5-year period. The budget spreadsheets are attached at the back of the proposal.

The project is not subject to CEQA (see Environmental Information Form) and will need no permits; therefore, there is no cost for permitting or CEQA compliance.

The project budget represents the River Parkway Trust's best effort to document the level of funding that will be required during the different phases of the project. The exact cost of some items, such as production materials and media purchases for the Outreach phase, will not be available until the polling data is analyzed and the advisory team and consultants develop an outreach strategy. Because the project is modeled on the recent OLOW pilot program, estimates of River Parkway Trust and TBI staff time needed to manage the project and develop public relations materials to promote the project are based on OLOW data. The subcontractors have provided verbal commitments to the project rough estimates based on the work performed for OLOW. While the costs associated with this project are consistent with OLOW and competitive, efforts will be made to garner pro-bono media coverage and other services whenever feasible.

Budget breakdown:

Salaries:

Direct Labor costs are provided for the River Parkway Trust's Land Stewardship Director at a rate of \$37.50/hour, and for the Executive Director at a rate of \$50/hour. The project estimates 1,120 hours during the first year and 320 hours in the second year during the final six months of the project. Hourly rates include benefits and indirect costs (overhead). The benefits/salary percentage is 33%, and the overhead costs (indirect costs for shared office resources) are 24%.

Travel:

The budget includes direct costs associated with travel from Fresno to Sacramento, Modesto or the Bay area for purposes of consulting and collaborating with SJRMP, CALFED and TBI. The budget assumes 14 trips as follows, spread throughout the project:

- 6 to Sacramento or the Bay area
- 8 to Modesto
- 4 overnight stays

Supplies:

The line item for supplies include packing materials, envelopes and postage for distribution of *From the Sierra to the Sea*.

Materials

This category includes all materials developed for the outreach phase of the project, including media products and paid media, website design, reprinting "From the Sierra to the Sea" including reproducing its maps, and production of a final report.

Consultants

The budget for The Bay Institute covers 312 hours of professional services at a rate of \$65/hour, which covers the organization's overhead, benefits and administrative costs associated with participating in the project (Tasks 2, 3, 5 and 6). Additionally, TBI plans to contribute between 156 and 312 additional hours as an in-kind match toward the project. The match is contingent on TBI receiving pending funding from other sources. TBI travel costs are estimated to be \$2,500.

Fairbank, Maslin, Maullin and Associates estimated that the cost for them to plan and conduct 2 public opinion polls would be \$35,000 each.

Laguens, Hamberger and Stone charges a \$10,000 fee for their services. Media products and paid media are included in the materials portion of the budget.

The Steve Alexander Group estimates that facilitating the whole of the project and assisting with media training will cost \$35,000 - \$50,000. Travel from San Diego is included in the estimate and a labor rate of \$200/hour and \$3,000 per media training session.

4. Describe the technical feasibility of the proposed project.

a. Describe any similarity to previously implemented successful projects in this community or elsewhere.

This project builds on the public education and outreach program, "*Our Land. Our Water. Our Way of Life.*" (OLOW) designed to build awareness of and commitment to conservation, with the intention of building public support for permanent funding to protect California's unique land and water resources. Whereas OLOW is a statewide effort that distilled public interest poll data into general messages about quality of life and future generations, this project aims for the next level of specificity, to create local watershed-level messages specific to the SJR that can be used to facilitate community capacity building.

OLOW conducted public polls to identify the environmental issues of greatest concern to the citizens of California. The polls revealed water is the most critical environmental issue for Californians. OLOW developed a media outreach program based on those issues to raise public awareness of the resources at stake in California. The OLOW tracking survey and website monitoring showed the effectiveness of the project and the program has plans to market the messages throughout the state.

Previous surveys support the assumptions behind the proposed project. For example, in 1998 the National Environmental Education & Training Foundation (NEETF) and Roper Starch Worldwide surveyed the environmental knowledge of adult Americans and confirmed that very few people have any idea what a watershed is or what role a watershed plays in important ecological processes and environmental issues. NEETF convened a leadership forum in 1999 to address how community groups and agencies could strengthen the public's understanding of watersheds. The forum resulted in the report *Visual Tools for Watershed Education* that provides tools to tackle the complexity of watersheds and make the concepts accessible to an increasingly visual-oriented society.

b. If the project proposes a new approach or new method with a high likelihood of adding new knowledge and or techniques, or with the potential to fill identified gaps in existing knowledge, describe how it will do so, and what monitoring components will provide substantiation of results.

Because the project is based on OLOW, it is technically not a new approach, yet groups working within the watershed have not yet employed this approach. Therefore, the project is expected to produce significant new knowledge and techniques. There will be robust new baseline data on what people within the SJR watershed know about the river, the watershed, and its relation to water quality, water supply and ecosystem health. When the data is used to develop media outreach, new techniques for communicating watershed concepts to a culturally diverse population will be developed. The NEETF study, mentioned above, emphasizes visual tools for watershed education. In the culturally diverse San Joaquin Valley, visual tools may also help watershed groups transcend language barriers. As one example, the Hmong people do not emphasize the written word; so printed media targeted to them would be less valuable than visual and audio messages.

Three components make this project unique. First, the project emphasizes culturally diverse polling and outreach, a critical component in the San Joaquin Valley. Second, many outreach efforts are not evaluated once they are implemented. This project emphasizes a tracking survey following the outreach effort to confirm the success of the project. Third, a media-training component will conclude the project, providing watershed groups with education and practice at delivering consistent and effective watershed information.

The tracking survey will provide an assessment of the effectiveness of the outreach program developed as part of this project. The website update will be monitored to measure the amount of activity it receives over time. Follow-up focus groups and discussions, as part of the SJRMP forum, will help institutionalize the results of project and perpetuate the successes.

c. Explain how the finished project will be maintained as necessary, and to what degree it may require continued funding from outside the community.

This proposal seeks funds from CALFED to establish baseline data and implement a program to develop tools for communicating watershed information effectively, thereby building the capacity of the local community to engage in watershed-related dialog. Thus, the project's effectiveness relies to some extent on other SJR watershed groups adopting as their own the messages and materials developed in this project. This will be dependent on the ability of watershed groups and state agencies to find additional funding. It is expected that efforts to modify local outreach materials will be typically funded from within the community.

Future funding needs from outside the community may include follow-up surveys over time to assess the cumulative impact of this project on 1) public awareness of San Joaquin River watershed issues and 2) the usefulness of this project to organizations within the watershed.

5. Describe how the monitoring component of the project will help determine the effectiveness of project implementation and assist the project proponent and CALFED with adaptive management processes.

Adaptive management is a well-defined process that includes the following steps: identifying problems through conceptual models, clarifying goals and objectives, establishing measurable targets, identifying and prioritizing actions, and choosing appropriate indicators and performance metrics to evaluate the program's success in reaching targets (success criteria). The monitoring component of this project is unique for an outreach program and will demonstrate the project's effectiveness. This project is proposed in anticipation of generating robust data on watershed communication strategies that will be broadly useful throughout the watershed, including CALFED programs, thereby building capacity within the watershed, to convey effective watershed messages to the public.

a. Identify performance measures appropriate for the stated goals and objectives for this project.

The goal for this project is to build local community capacity with respect to watershed issues. To do this, a baseline assessment of community awareness will be performed in order to identify effective communication methods. The advisory team, together with the consultants, will define the survey area and the survey sample size to ensure the polling will be statistically sound. The tracking survey will repeat the methodology of the initial survey and, using standard statistical methods, assess whether the outreach program produced statistically significant results.

The tracking survey will be critical in confirming whether the messages developed and the communication methods are effective. Once this is confirmed, we will teach watershed groups and agencies how to present the messages and stay on message in all their outreach and media efforts. The tracking survey will provide an assessment of the effectiveness of the outreach program developed as part of this project. The website update will be monitored to measure the amount of activity it receives over time. Follow-up focus groups and discussions, as part of the SJRMP forum, will help institutionalize the results of project and perpetuate the successes.

b. Describe how this project will coordinate with and support other regional monitoring efforts

This RiverIs Our River is the only project of its type that we are aware of and it is not a typical CALFED project. However, the goal of the project is to build the capacity of watershed groups and agencies. Therefore, the success of the project depends on close coordination with SJRMP as the forum for discussing project progress and conveying its results. Aspects of the project will support the continuing OLOW program, as well as other outreach efforts already underway within the watershed, and those programs, in turn, will support this project.

c. Provide a description of any citizen monitoring programs that will be part of this program.

This program does not rely on citizen monitoring.

d. What monitoring protocols will be used and are they widely accepted as standard protocols?

The tracking survey will be critical in confirming whether the messages developed and the communication methods are effective. Both the initial and tracking surveys will use standard survey methodology and appropriate statistical analyses to ensure robust data and sound results.

e. Describe how the type and manner of data collection and analysis will be useful for informing local decision making?

The goal of this project is to build the capacity of groups working within the watershed by first developing simple, effective messages designed to reach the local communities and then training those groups to present the messages consistently. A public poll will generate baseline data. The data will be used to create simple messages and an outreach program. The effectiveness of the outreach program will be assessed with a tracking poll. Both the polling and outreach mechanisms will be designed to address the cultural diversity of the San Joaquin Valley. The results will be presented to the project advisory committee, SJRMP and CALFED.

The CALFED Record of Decision speaks to the need for broad community participation in local decision-making. When the broad community is aware of the river and the watershed, the public then can be effectively involved in decision-making processes at the local, state and federal levels. However, the means by which CALFED delivers complex and technical information to the public may leave the impression that the complex technical issues are best addressed by the experts. By building the capacity of groups in the watershed, the baseline level of watershed knowledge should rise, and along with it the level of public participation.

This project represents a concerted effort to provide effective communication tools to those organizations that want to engage their communities. This comprehensive project will not need to be repeated throughout the watershed. By collecting data from a statistically significant sample size and learning about public awareness and perception of the watershed, simple means of communicating watershed principles will be generated.

6. If this project is to develop specific watershed conservation, maintenance or restoration actions, describe the scientific basis for the action(s) described in the proposal.

This River Is Our River will not, in and of itself, develop specific watershed conservation, maintenance or restoration actions. However, the project results will provide crucial information to other projects that are specifically on-the-ground conservation, maintenance or restoration actions.

Through the OLOW program, we know that the public considers water quality a critical issue. The polling conducted as part of this project will help watershed groups

7. a and b. How will the proposal address multiple CALFED objectives in an integrated fashion, with emphasis on water supply reliability, water quality, ecosystem quality, and levee stability objectives CALFED has established for Stage 1 of the program? Explain how the proposal will help define and illustrate relationships between watershed processes (including human elements), watershed management, and the primary goals and objectives of the CALFED.

The watershed concept, by definition, embraces multiple CALFED objectives, for in a watershed, water supply, water quality and ecosystem quality are integrally related. The human elements within a watershed affect water quality, water supply, channel width and stability and ecosystem quality. The health of a watershed can be determined by understanding the complex, and sometimes abstract, interrelationship of these elements. The term “watershed” is therefore

deceptively simple. This helps explain, in part, why the entities addressing very important watershed issues are comprised of technical experts.

The efforts of CALFED, the Comprehensive Study, the consensus San Joaquin River restoration process, and the San Joaquin River Riparian Habitat Restoration Program are necessarily huge in their scope, technically complex and rely on broad public support for their successful implementation. One premise of this proposal is that such broad support can not be achieved without an understanding of how the public can learn and process important watershed information that typically comes packaged as, essentially, a different language. Public surveys, such as the one conducted by NEETF in 1998 and smaller ones in California conducted by FMM&A, have shown that most people do not understand what a watershed is. The data collected in OLOW indicates that Californians rank water quality as a critical issue of concern, but it begs the question of how to link the concern for water quality with its essential partners: water supply and ecosystem quality. How can broad public support be developed for programs and projects if the public misunderstands the central concept of a watershed and is unable to make the vital links among watershed elements, such as water supply, water quality, ecosystem quality and human processes? The apparent inability of the public to connect water quality with watersheds is at the root of this proposal. It underscores the importance of building the capacity of local communities to address watersheds and raise public awareness with simple, clear and effective communications.

This River Is Our River aims to clarify what the general public understands about the SJR watershed. The project relies on baseline survey data to tease apart the information that will help agencies and watershed groups communicate clearly and effectively in ways the public will understand. The project will provide CALFED, as well as local communities and watershed groups, new tools for reaching their target audience. Enhancing public understanding of watersheds and CALFED objectives will enhance the public's ability to participate in the CALFED process; this, in turn is expected to make it easier to get projects implemented in the watershed.

C. Identify a lead agency for environmental compliance, such as CEQA or NEPA. Describe the program's strategy and timetable on environmental compliance.

The project is not subject to CEQA.

8. Describe any other important aspects of your program that you could not address in the above items, and that you feel are critical to fully describing your project.

The title of this project, *This River Is Our River*, comes from a song that is taught at a summer day camp run by the San Joaquin River Parkway and Conservation Trust. The week-long camp program now runs for 10 weeks and offers scholarships to many, including children of migrant workers and children from the lowest income neighborhoods in the area. Unstructured time to learn about the river, to play and not be worried about meals, money or work, makes the week a very special time for the children. For all who spend their summer days with us down by the river, our future river stewards, we hope to impart what a very special river it is, one that belongs to all of us.

Sung to the tune of *This Land is Your Land*, an excerpt from the lyrics follows:

CHORUS

This river is your river, this river is my river
Down from the mountains, out to the farmlands
All through the valley, out to the ocean
The San Joaquin was made for you and me.

As I was walking that ribbon of trailway
I saw above me that endless skyway
I saw below me, that golden valley—
The San Joaquin was made for you and me.

(CHORUS)

I roamed and rambled, and I followed my footsteps
To the sparkling sands of her diamond beaches
And all around me, a voice was sounding
The San Joaquin was made for you and me.

(CHORUS)

When the sun came shining, then I was strolling
And the grasses waving, and the river rolling
A voice was chanting as the fog was lifting
The San Joaquin was made for you and me.

(CHORUS)

THIS RIVER IS OUR RIVER
CALFED WATERSHED PROGRAM
PROJECT BUDGET SUMMARY

Task Description	Labor Rate*	Hours	Total Labor	Supplies	Travel	Materials	Sub- contract**	Match	CALFED	Total
Task 1: Adminstration	37.50	220	8250						11000	11000
Task 2: Initial Public Poll	37.70	220	8250		250		54750	2550	65250	67800
Task 2: Initial Public Poll	50.00	40	2000							
Task 3: Outreach	37.50	480	18000	5000	500	130000	38750	2550	192250	200800
Task 3: Outreach	50.00	120	6000							
Task 4: Tracking Poll	37.50	30	1125		250		40000		41875	41875
Task 4: Tracking Poll	50.00	10	500							
Task 5: Assess/Capacity Bld.	37.50	120	4500		500		38750	2550	45750	48300
Task 5: Assess/Capacity Bld.	50.00	40	2000							
Task 6: Reporting and presentations	37.50	120	4500		500	5000	5750	2550	17750	20300
Task 6: Reporting and presentation	50.00	40	2000							
Totals:			57125	5000	2000	135000	178000	10200	373875	390075

*Provide benefits/salary percentage here

33%

**Provide a separate itemized budget using this format for subcontracts

**THIS RIVER IS OUR RIVER
CALFED WATERSHED PROGRAM BUDGET AND PROJECT SUMMARY**

Task Description		Completion date	Match funds	CALFED funds	Total
Task 1: Administration:		Month 18	-	\$ 11,000.00	\$ 11,000.00
Task 1a: <i>project oversight, record keeping, meeting setup/notification, contract management</i>				\$ 11,000.00	
Task Product(s): signed contracts					
Success Criteria: staying on-time and in-budget					
Task 2: Initial Public Polling		Month 4	2,550.00	\$ 65,250.00	\$ 67,800.00
Task 2a: <i>Establish advisory committee, develop strategic project plan, plan and conduct public poll</i>			2,550.00	\$ 65,250.00	
Task Product(s): project plan, polling mechanism, poll findings					
Success Criteria: Robust polling data					
Task 3: Outreach		Month 10	2,550.00	\$ 198,250.00	\$ 200,800.00
Task 3a: <i>Develop and implement message marketing strategy</i>			2,550.00	\$ 38,250.00	
Task 3b: <i>Media products and paid media</i>				\$ 130,000.00	
Task 3c: <i>Website update</i>				\$ 15,000.00	
Task 3d: <i>Re-printing and distributing "From Sierra to the Sea"</i>				\$ 15,000.00	
watershed information, successful publication and distribution of "From the Sierra to the Sea" task products					

Task 4: Tracking Poll	Month 12	\$ -	\$ 41,875.00	\$ 41,875.00
<i>Task 4a: Repeat initial public poll</i>			\$ 41,875.00	

Task Product(s): poll findings

Success Criteria: statistically significant increase in public awareness of the watershed

Task 5: Assessment and Capacity Building	Month 16	\$ 2,550.00	\$ 45,750.00	\$ 48,300.00
<i>Task 5a: media training</i>		\$ 2,550.00	\$ 45,750.00	

Task Products: "Take-home" messages

Success Criteria: Participation and positive evaluation of media training

Task 6: Reporting and Presentations	Month 18	\$ 2,550.00	\$ 17,750.00	\$ 20,300.00
<i>Task 6a: Quarterly progress reports: Progress reports on project implementation, including financial status, milestones reached, products completed, and general assessment of overall progress, including problems encountered or anticipated.</i>			\$ 5,000.00	
<i>Task 6b: Draft final report: Draft report summarizing the project implementation, achievements, product deliveries, financial status. To be sent to the Contract Manager for review and comment.</i>		1,275.00	\$ 2,500.00	
<i>Task 6c: Final report: Revised report incorporating comments from the Contract Manager and others Final report to be professionally published.</i>			\$ 7,750.00	
<i>Task 6d: Presentations: Delivering at least one final summary presentation to CALFED, SJRMP and Advisory Committee.</i>		1,275.00	\$ 2,500.00	

Task Product(s): Progress and final reports, presentations

Success Criteria: A satisfied DWR contracts officer

Grand Total			\$390,075.00	
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